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Analisis Tingkat Kepuasan Pelayanan Kefarmasian Pada Pasien BPJS Rawat Jalan Di Rumah Sakit Umum Daerah Pandan Arang Boyolali
(xiii + 78 halaman + 12 tabel + 4 lampiran)

ABSTRAK

Latar Belakang : Kualitas jasa pelayanan merupakan bagian penting yang perlu mendapat perhatian dari pihak manajemen rumah sakit untuk peningkatan kualitas Instalasi Farmasi Rumah Sakit, untuk meningkatkan kualitas pelayanan rumah sakit dapat dilihat dari 5 parameter (kehandalan, daya tanggap, empathy, asuransi, bukti nyata) oleh karena itu, dengan adanya kualitas pelayanan yang baik maka kepuasan pasien dapat terpenuhi.

Metode : Penelitian ini merupakan penelitian eksperimental berupa penelitian analisis kuantitatif dengan instrument penelitian yang digunakan berupa kuesioner. Sampel sebanyak 100 orang pasien BPJS rawat jalan. Data diperoleh dengan menggunakan questioner yang selanjutnya dihitung dengan menggunakan metode *Sevqual* dan *Service Quality*, metode *Sevqual* digunakan untuk mengukur kualitas pelayanan melalui perbedaan (GAP) harapan pelanggan dengan kualitas pelayanan, dan metode *Service Quality* untuk mencari hasil dari analisis kepuasan pelanggan kemudian dipetakan dalam diagram kartesius.

Hasil : Berdasarkan analisis data diperoleh nilai GAP pada masing-masing indikator dimensi, Reability mendapatkan nilai GAP 1,24 (puas), Responsiveness mendapatkan nilai GAP 0,99 (puas), Asurance mendapatkan nilai GAP 1,03 (puas) Empaty mendapatkan nilai GAP 1,15 (puas) dan Tangible mendapatkan nilai GAP 0,97 (puas), pada analisis data ini nilai GAP tertinggi pada dimensi Reability (kehandalan) 1,24 dan nilai GAP terendah pada dimensi Tangible (bukti fisik) 0,97. Rata-rata harapan kepuasan 3,42, nilai rata-rata kenyataan kepuasan 4,50, dan nilai rata-rata GAP 1,08. Dari 35 pernyataan ada 11 dikuadran II memenuhi kualitas pelayanan Instalasi Farmasi Rumah Sakit.

Simpulan : Kualitas pelayanan di Instalasi Farmasi RSUD Pandan Arang Boyolali kepada pasien dikategorikan puas.

Kata kunci : Analisis Kepuasan Pelanggan, Tingkat Kepuasan Pelanggan, Metode *Service Quality*

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Analysis of Pharmaceutical Service Satisfaction Levels in patient BPJS of Pandan Arang Hospital Boyolali
(xiii + 78 pages + 12 tables + 4 attachments)

ABSTRACT

Background: The quality of services is an important part that needs attention from the hospital management to improve the quality of the Hospital Pharmacy Installation, to improve the quality of hospital services can be seen from 5 parameters (reliability, responsiveness, empathy, assurance, tangible) therefore, with a good quality of service, patient satisfaction can be fulfilled.

Method: This research is an experimental research in the form of quantitative analysis research with the research instrument used in the form of questionnaire. Data were collected by *accidental sampling* and 100 samples BPJS patients take care were obtained. Data obtained using a questioner which is then calculated using the Sevqual and Service Quality methods, Sevqual method is used to measure service quality through differences (GAP) of customer expectations with service quality, and *Service Quality* method to find the results of customer satisfaction analysis were put in Cartesian diagram.

Results: Based on the analysis of the data obtained by the GAP value on each dimension indicator, reliability gets a GAP value of 1.24 (satisfied), Responsiveness gets a GAP value of 0.99 (satisfied), Assurance gets a GAP value of 1.03 (satisfied) Empaty gets a GAP value of 1, 15 (satisfied) and Tangible get a GAP value of 0.97 (satisfied), in this data analysis the highest GAP value on the Reability dimension (reliability) 1.24 and the lowest GAP value on the Tangible dimension (physical evidence) 0.97. The average expectation of satisfaction is 3.42, the average value of satisfaction is 4.50, and the average value of GAP is 1.08. Of the 35 statements there were 11 quadrants II meeting the quality of Hospital Pharmacy Installation services.

Conclusion: The quality of service in Pharmacy Installation of Pandan Arang Hospital Boyolali was in satisfied category

DAFTAR RIWAYAT HIDUP



